**PROF. CHILUMURI SRINIVASA RAO**

**RESUME**

**Name**  : **Prof. Chilumuri Srinivasa Rao**

**Father’s name**  : Late Chilumuri Satyanandam

**Present Position** : Dean Faculty of commerce and Management,VSU, Nellore

Head & BOS Chairman & Professor,

Dept.of Commerce V.S. University College, Kavali

**Emp. ID** : 1000023862

**CFMS Code**  : 11000023863

**Date of Birth** : 01-08-1969

**Nationality & Religion** : Indian, Hindu

**Caste** : Scheduled Caste - Madiga

**Permanent Address** : Prof.Chilumuri Srinivasa Rao

23-16-29, Munireddy Nagar,

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9440247274, 7569538010

**Office Address** : Prof.Chilumuri. Srinivasa Rao

Professor of Commerce &

Vikrama Simhapuri University College, Kavali.

E-mail: [profcsraovsu@gmail.com](mailto:profcsraovsu@gmail.com)

[www.profchsrinivasarao.in](http://www.profchsrinivasarao.in)

**Academic Qualifications: M.Com., NET., MBA., Ph.D.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Examinations  Passed | Year | Subjects taken | Institutions  studied | Name of the University/Board/ Institution |
| Ph.D. | 1999 | Transport Management | College of Arts and Commerce,  A.U.Campus | Andhra University |
| UGC-NET(JRF) | 1993 | Commerce | --- | UGC, New Delhi |
| M.Com | 1993 | Banking | College of Arts and Commerce  A.U.Campus | Andhra University |
| M.B.A | 2009 | Financial Management | --- | Dr.B.R.Ambedkar Open University |
| DCA | 2015 | ---- | Nice Computers | --- |
| B.Com. | 1990 | Costing  Income-Tax  Accountancy | College of Arts  and Science Bapatla | Nagarjuna  University |
| Intermediate | 1987 | Commerce  Economics  Civics | KSJ College  Ponnur | Board of Intermediate  Education |
| SSC | 1984 | -- | M.H.School Nidubrolu | Board of Secondary  Education |

**Specialisation :**Banking, Transportation,

Financial Management & E-Commerce, Economics, Personality Development and Soft Skills

**Computer Knowledge** **:** Ms Office, Tally, Page Maker,

Photoshop and DTP

**Total Teaching Experience :** 27 years

**Previous details of Employment:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Designation | Name of the  University  /College | Temporary/  Permanent | Scale of  Pay | Period  From — To |
|
| Professor | Vikrama Simhapuri University PG Centre Kavali | Permanent | 1,62,300 | 20-03-2016  to  Till to Day |
| Associate Professor | Vikrama Simhapuri University PG Centre Kavali | Permanent | 46,400  IV Band | 21-07-2014  to  19-3-2016 |
| Associate Professor | Govt. Degree College (W) (on redeployment) Srikalahasthi | Permanent | 46,400  IV Band | 20-03-2013  to  20-7-2014 |
| Reader | B.T. College, Madanapalle &  Govt. Degree College (W) Srikalahasthi | Permanent | 31,890  III Band | 20-03-2010  to  19-03-2013 |
| Lecturer Senior Scale | B.T. College, Madanapalle  Chittoor Dist. | Permanent | 10000-275-13500 | 20-03-2005  to  19-03-2010 |
| Lecturer | B.T. College,  Madanapalle  Chittoor Dist. | Permanent | 8000-275-13500 | 18-06-2003  to  19-03-2005 |
| Lecturer | S.C.S.Kalasala  Gudlavalleru,  Krishna Dist. | Permanent | 8000-275-13500 | 20-03-2001  to  17-06-2003 |
| Lecturer  (Part-time) | SEICOM Degree and PG College, Tirupati | Temporary | 5000 | 06-01-1999  to  16-03-2001 |
| Project Assistant | E.D. Cell  Engg.College  S. V. University | Temporary | 5000  (Consolidated) | 15-03-1999  To  16-03-2001 |
| Guest faculty | Bangalore University,  P.G Centre, Kolar | Temporary | Hourly basis | 01-08-1997  to  31-07-1998 |
| Lecturer  (Part-time) | National Institute of Management  Studies, Waltair | Temporary | 4000 | 1-6-1996  to  31-07-1997 |
| Lecturer  (Part-time) | B.J.R Jr.College  Visakhapatnam | Temporary | 3000 | 01-07-1994  to  31-05-1996 |

**Research Experience** : 27 Years

**Research Work (Ph.D.):**

Awarded Ph.D. in 1999 from Andhra University as a UGC Senior Research Fellow, Research Topic was “Evaluation of APSRTC City Bus Passenger Transportation: A Case Study of Visakhapatnam and its Environs”.

**Project Report for M.B.A.:**

Submitted Project Report for the partial fulfillment of Master of Business Administration Department, Dr.B.R. Ambedkar Open University, Hyderabad-2004. Project Report topic was "Financial Performance of Industrial Credit and Investment Corporation of India Bank (ICICI Bank)”.

**Research Projects: 2**

1. Completed UGC MRP entitled “Strategies for the Improvement of Efficiency of Bus Transport Services: A Case Study of Tirupati, Andhra Pradesh” sanctioned amount was Rs. 8,44,200 during 2009 - 2011.

2. Ongoing VSU -FRGS Minor project entitled “Performance Appraisal –A case study of Tirupati Rail Transport” sanctioned amount was Rs. 1,00,000 during 2015-2017.

**Research Guidance: 6**

At present Six Research Scholars are working for Ph.D. Among six scholars two are ICSSR Doctoral Fellowship holders

**Awarded: 1**

1. N.Udaykiran Full-Time research scholar, topic entitled “Role of Andhra Pragathi Grameena Bank in Sustainable Rural Development: A case study on Nellore District” admitted in 2016.

**Working: 5**

1. Sk.Shakeela Full-Time research scholar, topic entitled “Emerging Trends in Public Private Insurance Sector in India with reference to Health Insurance in Nellore city” admitted in 2016 – synopsis submitted.
2. Ch.Subbarayudu Part-Time research scholar, topic entitled “Opportunities and challenges of Women Entrepreneurs in Micro Small and Medium Enterprises with special reference to SPSR Nellore District” admitted in 2016 – synopsis to be submitted.
3. P.Chennarayudu Part-Time research scholar, topic entitled “Performance appraisal of APSRTC with special reference to YSR Kadapa District” admitted in 2016.
4. P.Suneel full-Time research scholar, topic entitled “Performance Appraisal of APSRTC: with special reference to quality service and rural accessibility of ASRTC Nellore” admitted in 2016.
5. Raghavendra Rao Part-Time research scholar, topic entitled “Financial Performance of Selected Public Sector Banks and Private Sector Banks in India: A Comparative Study” admitted in 2018.

**National Seminar/ Conference organized: 3**

1. National Seminar organized and Sponsored by ICSSR entitled “Prospects and Emerging Trends of E-commerce and E-banking on October 5&6th 2015 at Dept. of Commerce, VSU PG Centre Kavali.

2. National Conference organized and Sponsored by ICSSR entitled “Demonetization Impact and Prospects on December 28 & 29th 2017 at Dept. of Commerce, VSU PG Centre Kavali.

3. National Seminar organized and Sponsored by ICSSR entitled “Employment Generation and Poverty Alleviation on February 13 & 14th 2019 at Dept. of Commerce, VSU PG Centre Kavali.

**Books Published : 9**

1. “Employment Generation and Poverty Alleviation” (Editor) Published by Jyoti Granthamala Hyderabad with **ISBN 978-93-83823-35-2** in February 2019.
2. *“Demonetisation Impact and Prospects”* (Editor) Published by Jyoti Granthamala Hyderabad with **ISBN 978-93-83823-26-0** in December 2017.
3. *“Personality Development and Soft Skills”* Published by Jyoti Granthamala Hyderabad with **ISBN 978-93-83823-19-2** in October 2016.
4. *“E-Commerce and E-Banking”* (Editor) Published by Jyoti Granthamala Hyderabad with **ISBN 978-93-83823-20-8** in October 2015.
5. “*Performance Appraisal of APSRTC*” Published by Jyoti Granthamala Hyderabad with **ISBN 978-81-923098-0-4** in January 2012.
6. *“Urban Bus Passenger Transportation”* Published by **Excel Publishers New Delhi** in **2007** (First edition) and Second edition by Jyoti Granthamala Hyderabad with **ISBN 978-81-923098-9-7** in 2012.
7. *“How long to Wait for Social Justice”* (Edited) Published by Jyoti Granthamala Hyderabad with **ISBN 978-81-923098-1-1** in March 2012.
8. *“Madigala Charitra Samskruthi”* Published by Jyoti Granthamala Hyderabad first Edition in 2007 and Second Edition in 2011.
9. *“Dandora Ambedkar Abheestam”* (Edited) Published by Jyoti Granthamala Hyderabad in April 2007.

**Research Papers Published : 34**

1. An article entitled “*Role of Information Technology on Improvement of Operational Performance of APSRTC*” was published in the S**ouvenir of National Conference** on Emerging Trends in ICT & Management, IT Enabled Education in Engineering and Management Research conducted by Dept. of MCA, Acharya Institute of Technology Bangalore on 7th& 8th Sept 2012.

1. An article entitled “*Indian Insurance Industry –Performance of SBI Life Insurance*” was published in **International Journal of Management (IJM)** volume 4, Issue 1, January-February (2013), pp. 149-156 with **ISSN 0976-6502 (Print) ISSN 0976-6510 (online)**, **Impact Factor - 6.9071** [www.iaeme.com](http://www.iaeme.com)
2. An article entitled “*Corporate Governance in the Banking Sector : A Case Study of State Bank of India*” was published in **IOSR Journal of Business and Management (IOSR-JBM)** volume 8, Issue 1 (Jan-Feb. 2013), pp. 15-20 with **e-ISSN 2278-487X**, **Impact Factor - 1.458** [www.iosrjournals.org](http://www.iosrjournals.org) as per UGC sl no 4481 and journal number 46879.

4. An article entitled “*'Consumer Awareness in Rural India with special reference to E-Banking services of State Bank of India*” was published in **Paripex -Indian Journal of Research** volume 2, Issue 2 (February 2013), pp. 46-48 with **ISSN 2250-1991**, **Impact Factor - 0.3208** www.paripex.in. as per UGC Sr No. 47432.

5. An article entitled “*Financial Performance Evaluation of APSRTC*” was published in **International** **Journal of Management & Business Studies (IJMBS)** volume 3, Issue-1, January-March 2013, pp. 100-105 with **ISSN 2230-9519 (online) ISSN 2231-2463 (print), Impact Factor - 5.09**, [www.ijmbs.com](http://www.ijmbs.com).

6. An article entitled “*Passenger Flows at Tirumala Brahmostavam–Role of apsrtc*” was published in **Paripex -Indian Journal of Research** volume 2, Issue 3 (March 2013), pp. 20-22 with **ISSN 2250-1991**, **Impact Factor - 0.3208** , www.paripex.in., as per UGC Sr No. 47432.

7. An article entitled “*Implementing Technology Enabled education in B-Schools : Karnataka*” was Published in **International** **Journal of Management & Business Studies (IJMBS)** volume 3, Issue-1, January-March 2013, pp. 100-105 with **ISSN 2230-9519 (online) ISSN 2231-2463 (print), Impact Factor - 5.09**, [www.ijmbs.com](http://www.ijmbs.com).

8. An article entitled “*Impact of Globalization on Scheduled Commercial Banks with Reference to Agriculture Sector*” was published in **IOSR Journal of Humanities and Social Science (IOSR-JHSS)** volume 9, Issue 1 (Mar-April. 2013), pp. 1-6 with **e-ISSN: 2279-0837, p-ISSN: 2279-0845**, **Impact Factor - 1.589** [www.iosrjournals.org](http://www.iosrjournals.org)

9. An article entitled *“Impact of SHG Bank Linkage Programme on Women SHG Empowerment : with reference to RASS Mahila Pragathi”* was published in **International Journal of Management Research and Development (IJMRD)** Volume 3, Number 3, June–September (2013), pp. 33-42 with ISSN 2248 – 938X (Print) ISSN 2248– 9398(Online), **Impact Factor - 4.893** [www.prjpublication.com](http://www.prjpublication.com).

10. An article entitled *'APSRTC Abhivruddhi-Nijaanijaalu*’ was published in **Veekshanam** Telugu Monthly Journal of Political Economy and Society-Volume 12-152- March 2014 pp 35-38 with ISSN 2231-6892 (print) Hyderabad.

11. An article entitled *'Trend Analysis in Performance Evaluation:A Case Study of APSPDCL*’ was published in **VSRD International Journal of Business and Management Research** Vol. IV Issue IV April 2014 pp 117-121 with e-ISSN :2231-248x, p-ISSN : 2319-2194 [www.vsrdjournals.com](http://www.vsrdjournals.com).

12. An article entitled *'Selected Public Sector Banks Performance in Stock Market – Risk Analysis*’ was published in **Asian Journal of Management (AJM)** Vol. V Issue IV Oct -Dec 2014 with e-ISSN :2221-5771, p-ISSN : 0976-495x [www.pandvpublications.com](http://www.pandvpublications.com).

13. An article entitled *'ATM Card: A Magic wand of E-Banking*’ was published in E**-Commerce and E-Banking** bookOct 2015 with ISBN 978-93-83823-19-2 by Jyoti Granthamala Hyderabad.

14. An article entitled *'Rail E-Ticketing: A wonderful service from E-Commerce*’ was published in **E-Commerce and E-Banking** bookOct 2015 with ISBN 978-93-83823-19-2 by Jyoti Granthamala Hyderabad.

15. An article entitled “Myths and Realities of Quality in Management Education: A Study in Andhra Pradesh” was published in International Journal of Scientific Research (IJSR) (April 2016), volume 5, Issue 4 pp. 287-289 with ISSN 2277-8179, [www.worldwidejournals.com](http://www.worldwidejournals.com). UGC Sr.No. 49217.

16. An article entitled *'Impact of Demonetisation in India with Special Reference to Payment System of India*’ was published in **Demonetisation Impact and Prospects** book **Dec** 2017 with ISBN 978-93-83823-26-0 by Jyoti Granthamala Hyderabad.

17. An article entitled *'Impact of Demonetisation on the Black Money and Society in India*’ was published in **Demonetisation Impact and Prospects** book **Dec** 2017 with ISBN 978-93-83823-26-0 by Jyoti Granthamala Hyderabad.

18. An article entitled *'Impact of Demonetisation on E-Commerce and Online Payment System*’ was published in **Demonetisation Impact and Prospects** book **Dec** 2017 with ISBN 978-93-83823-26-0 by Jyoti Granthamala Hyderabad.

19. An article entitled *'Impact of Demonetisation on Different Sectors*’ was published in **Demonetisation Impact and Prospects** book **December** 2017 with ISBN 978-93-83823-26-0 by Jyoti Granthamala Hyderabad.

20. An article entitled ‘*Role of National Scheduled Castes Finance and Development Corporation (NSFDC) in Employment Generation and Poverty Alleviation In* India’ was published in **Employment Generation and Poverty Alleviation** book February 2019 with ISBN 978-93-83823-35-2 by Jyoti Granthamala Hyderabad.

21. An article entitled ‘*Performance Evaluation Of National Backward Classes Finance And Development Corporation’* was publishedin **Employment Generation and Poverty Alleviation** book February 2019 with ISBN 978-93-83823-35-2 by Jyoti Granthamala Hyderabad.

22. An article entitled *‘Role of Regional Rural Banks In Poverty Alleviation In Andhra Pradesh With Reference To Andhra Pragathi Grameena Bank’* was publishedin **Employment Generation and Poverty Alleviation** book February 2019 with ISBN 978-93-83823-35-2 by Jyoti Granthamala Hyderabad.

23. An article entitled ‘*A study on implementation of mahatma Gandhi national rural employment guarantees act, 2005 in India’* was publishedin **Employment Generation and Poverty Alleviation** book February 2019 with ISBN 978-93-83823-35-2 by Jyoti Granthamala Hyderabad.

24. An article entitled *‘Enhancing the Customer Experience and Generating Long Term Loyalty through Digital Banking’* was published in **IJEMR Special Issue** May 2019 online with ISSN 2249-2585 print wit ISSN 2249-8672

25. An article entitled *‘*Status of Regional Rural Banks and Co-Operatives in the Rural         Development of India*’* was published in **International Journal of Research and        Analytical Reviews (**IJRAR) June 2019 Volume 6, Issue 2 online with (E-ISSN        2348-1269, P-ISSN 2349-5138) [www.ijrar.org](http://www.ijrar.org), UGC Approval : Journal No: 43602.

26. An article entitled ‘Status And Coverage Of Insurance In India’was published in        **International Journal of Research  and  Analytical Reviews (**IJRAR) June        2019 Volume 6, Issue 2 online with (E-ISSN 2348-1269, P-ISSN 2349-5138)        [www.ijrar.org](http://www.ijrar.org), UGC Approval : Journal No: 43602.

27. An article entitled ‘Role of Andhrapragathi Grameena Bank in Rural Development        Reference To Andhrapradesh’ was published in **International Journal of Research        and  Analytical Reviews (**IJRAR) June 2019 Volume 6, Issue 2 online with (E-ISSN        2348-1269, P-ISSN 2349-5138) [www.ijrar.org](http://www.ijrar.org), UGC Approval : Journal No: 43602.

28. An article entitled ‘Health Insurance In India: An Appraisal’was published in        **International Journal of Research  and  Analytical Reviews (**IJRAR) June        2019 Volume 6, Issue 2 online with (E-ISSN 2348-1269, P-ISSN 2349-5138)        [www.ijrar.org](http://www.ijrar.org), UGC Approval : Journal No: 43602.

29. An article entitled ‘Performance Evaluation Of Andhra Pragathi Grameena Bank In Andhra Pradesh: A Case Study On Nellore District’ was published in  **Aut Aut Research Journal**  Volume XII, Issue III, March/2021 online with ISSN NO: 0005-0601.

30. An article entitled ‘Status of Health Insurance Schemes In India’was published in        **Aut Aut Research Journal** Volume XII, Issue IV, April/2021 (ISSN NO: 0005-0601)        [www.ijrar.org](http://www.ijrar.org).

31. An article entitled ‘Performance Evaluation Of Andhra Pragathi Grameena Bank In Andhra Pradesh With Various Ratios’was published in     **International Journal of Business and Administration Research Review (IJBARR),** Vol.8, Issue -2, April-June 2021 Page 35-39, online with (E- ISSN -2347-856X, ISSN -2348-0653)

32. An article entitled ‘Policies And Schemes For Women Entrepreneurs In India’was published in   **International Journal of Research and Analytical Reviews (IJRAR) February 2021, Volume 8, Issue 1** with ((E-ISSN 2348-1269, P- ISSN 2349-5138) **www.ijrar.org.**

33. An article entitled ‘Socio Economic Factors of women entrepreneurs of MSMEs in SPSR Nellore District’was published in  **International Journal of Creative Research Thoughts (**IJCRT) June,  2021, Volume 9, Issue 6, online with (ISSN 2320-2882)  [www.ijcrt.org](http://www.ijcrt.org).

34. An article entitled ‘**A Study On Operational Efficiency And Financial Metrics Analysis Of Selected Public Sector Banks In India’** was published International journal of Multidisciplinary Educational Research January, 2022 , Volume:11, Issue No.Issue:1(1), pp.50-55, online with ISSN 2277-7881 http://ijmer.in.

**Papers Presented/Attended in International Seminars / Conferences: 4 + 6 =10**

1. Attended International Conference on **“Road Safety (ICORS-97)”** Conducted by Institute of Transport Management, Andhra University, at Taj Residency, Visakhapatnam during 24-27th July, 1997.

2. Attended International Seminaron **“Infrastructure Development in India in the next Millennium Progress, problems and prospects”** conducted by Institute of Transport Management Andhra University, at Taj Residency, Visakhapatnam on 9-10th August 1997.

3. Attended International Seminar on **“Infrastructural Development among SAARC Countries”** conducted by Institute of Transport Management, at Andhra University Visakhapatnam, from 10 to 12 May 1999.

4. Attended International Conferenceon **“Operational Research in Small and Medium Enterprises”** Conducted by ORSI, Tirupati Chapter, S.V.University, Tirupati on 20th December 2000.

5. A Paper Presented “**Implementing Technology Enabled Education in B-Schools: Karnataka**” in the International National Conference on Technology and Business Management conducted by AIMS International & infoms, SZABIST Dubai March 28-30, 2011.

6. A Paper presented “**Corporate Governance in the Banking Sector: A Case Study of State Bank of India**” in the International National Conference on Corporate Governance Emerging issues and Global Challenges conducted by Dept of Commerce S.V.University Tirupati, January 30-31, 2012.

7. Attended International Workshop on **“Teaching Anti-Corruption in Management Programmes”** Jointly organized by Bangalore University Canara Bank School of Management Studies (CBSMS) and United Nations Global Compact Principles for Responsible Management Education on 22nd February,2013 at CBSMS Central College Campus Bangalore.

8. A Paper presented “**Transport System in India with Special Reference to Sustainable Development**” in the International Conference on Perspectives on Green Energy, Climate Change, Sustainable Development & Environmental Policies conducted by Dept of Law, **S.P.Mahila University** Tirupati, August 21-22, 2015.

9. A Paper Presented “**Myths and Realities of Quality in Management Education With Reference To Andhra Pradesh**" in the International Conference On   
“Global Convergence Of Management Education And Practices” during November 25-26,2015 Conducted By Canara Bank School Of Management Studies At Bangalore University, Bangalore.

10. Attended International Seminar **on “Impact of Globalization on MSMEs-Prospects, Challenges and Policy Implications on Growth”** Conducted By Department of Business Management, at Vikrama Simhapuri University Nellore, Andhra Pradesh from 29 to 31 March 2019.

**Papers Presented/Attended in National Seminars / Conferences: 20+15=35**

1. Attended National Seminar on “Disaster Management - Role of Transport” conducted by Institute of Transport Management at Andhra University, Visakhapatnam on 11th May 1995.

2. Attended National Seminar on “Road Safety in Visakhapatnam” conducted by Institute of Transport Management at Andhra University, Visakhapatnam on September 1995.

3. Attended National Conference on “21st All India Accounting Conference” conducted by Department of Commerce, on 2nd Feb 1998 at Bangalore University, Bangalore.

4. Attended Workshop on “Prospects for the Development of Coastal Shipping” on 21st July 1998, conducted by Institute of Transport Management Andhra University, at Taj Residency, Visakhapatnam.

5. Attended National Seminar on “Transformation of the Indian Railways to meet the challenges of the new Millennium” on 15th July 1999 conducted by Institute of Transport Management Andhra University, at Hotel Dolphin, Visakhapatnam.

6. A Paper Presented “**Management Education in India**", in the National Conference on “New Horizons in Management Education”, during July 21-22,2000 conducted by Canara Bank School of Management Studies at Bangalore University, Bangalore.

7. A Paper Presented "**Women Entrepreneurs in India - Problems and Institutional Support**" in the National Seminar on “Dimensions of women empowerment” held during 19-20 of March 2005, conducted by Dept. of Commerce SVU PG Centre Kavali.

8. Attended National Seminar on "The Impact of Environmental Pollution on Society" organized by P.G. Dept. of Economics, B.T. College, Madanapalle from 13 to 14 August 2005.

9. A Paper Presented " **Globalisation – Computer Industry in India**” at the national seminar on “Globalisation-Partnership, problems and prospectus" held during 2-3 of December 2006, conducted by Dept. of political science and public Administration and sociology, S.V.University Tirupati.

10. A Paper Presented “**Political Power for Dalits : Dr.Ambedkar’s Struggle**” National Conference on "Dr.Ambedkar’s Ideology : Revision & Vision" organized by Centre for Ambedkar Studies, Sri Padmavati Mahila Viswavidyalayam,Tirupati during 01 to 02 March 2007.

11. A paper entitled “**Annie Besant A great symbol of Humanity**” Presented at National Seminar on “Annie Besant, Bernard shaw & Rabindranath Tagore as Humanists" organized by B.T. College Madanapalle during 17 to 18 August 2008.

12. Attended National Seminar on "Vocationalisation of Higher Education and emerging job opportunities in India & Abroad” held on 12th and 13th of November 2008 organized by Dept. of English B.T. College Madanapalle.

13. Attended National Seminar on “Telugu- Prachina Basha Hoda” organized by Dept.of Telugu Studies, Sri Padmavati Mahila Viswavidyalayam,Tirupati from 29 to 30 September 2010.

14. A Paper Presented “**Samajika Marga Nirdesakudu Acharya Kolakaluri Enoch**” at National Seminar on "Acharya Kolakaluri Enoch Sahityam-Samajika Drukpatham " organized by Dept. of Telugu Studies, Osmania University Hyderabad during 02 to 03 December 2010.

15. Attended National Seminar on "Sri Krishnadevarayala Saahitee Vaibhavam" organized by Dept. of Telugu Studies Sri Padmavati Mahila Viswavidyalayam,Tirupati from 18 to 19 March 2011.

16. Attended National Seminar on "Dalit literature in Telugu " organized by Centre for literacy studies, Central Institute of Indian languages & Dept. of Telugu Studies Sri Padmavati Mahila Viswavidyalayam,Tirupati from 29 to 31 August 2012.

17. A Paper entitled “**Role of Information Technology on Improvement of Operational Performance of APSRTC**” was presented in the National Conference on “Emerging Trends in ICT & Management, IT Enabled Education in Engineering and Management Research” conducted by Dept. of MCA Acharya institute of Technology Bangalore on 7th & 8th Sept 2012.

18. A Paper Presented " **Insurance Industry in India : A Case study of SBI Insurance**” at the National Seminar on “Risk & Insurance Management " during 22-23 of December 2012, conducted by Dept. of Commerce, S.V.University Tirupati.

19. A Paper Presented " **Consumer Awareness in Rural India with Special Reference to State Bank of India**” at the National Seminar on “Consumer awareness in rural India " during 23 and 24 of January 2013, conducted by Dept. of Commerce, NTR Govt. Degree College Valmikipuram Chittoor district.

20 Presented a Paper entitled "**Non Performing Assets : Burden and Risk to Indian banking Sector**" at the National Seminar on “Risk Management in Banking Sector With Special Reference to India” held during 16-17 of November 2013, conducted by Dept. of Commerce V.S.U. PG Centre Kavali.

21. A Paper Presented “**Impact of SHG Bank Linkage Programme on Women SHGs with reference to RASS Mahila Pragathi**” at National Seminar on "Impact of Micro Finance on Self Help Groups and Bank Linkage Programme on Rural Women " organized by Dept. of Commerce, PVKN Govt. College Chittoor during 28th to 29th December 2013.

22. Presented a Paper entitled **"Institutional Framework for Micro, Small,Medium Enterprises in India"** at the National Seminar on “Problems and Prospects of Micro, Small,Medium Enterprises in India” held during 21-22 of March 2014, conducted by Dept. of Commerce S.V.University, Tirupati.

23. Attended National Seminar on “Acharya Kolakaluri Enoch Sahityam Samaalochana ” organized by Dept.of Telugu Studies, Sri Padmavati Mahila Viswavidyalayam,Tirupati from 19 to 20 of December 2014

24. Presented a Paper entitled "**Role of Tourism Marketing with Special Reference to Indian Economy**" at the National Seminar on “Tourism Marketing And Its Role in Indian Economy” held during 11-12 of March 2015, conducted by Dept. of Tourism Management , Vikrama Simhapuri University, Nellore.

25. Attended National Workshop on "Statistical Analysis Using Excel & SPSS Software” held on 25th and 26th of March 2015 organized by Dept. Business Management, Vikrama Simhapuri University Nellore.

26. Presented a Paper entitled "**Performance of MSME with reference to Andhra Pradesh**" at the National Seminar on “Entrepreneurship and Development of Micro, Small, Medium Enterprises” held during 11-12 of April 2015, conducted by Dept. of Commerce S.V.University, Tirupati.

27. Attended National Workshop on "Entrepreneurships development And University-Industry Interface” organized by Dept. of Commerce, Andhra University Visakhapatnam on 5th June 2015.

28. Presented a Paper entitled **"Opportunities for Development of MSME in India"** at the National Seminar on “opportunities and challenges of Micro, Small, Medium Enterprises” held during 30-31 of July 2015, conducted by Gov. Degree College, Srisailam Project, Kurnool.

29. Presented a Paper entitled "**ATM Card : A Magic wand of E-Banking** " at the National Seminar on “Prospects and Emerging Trends of E-Commerce and E-Banking ” held during 5-6 of October 2015, conducted by Dept. of Commerce V.S.U. PG Centre Kavali.

30. Presented a Paper entitled "**'Opportunities and challenges in travel and tourism of A.P.**" at the National Seminar on “Travel and Tourism Challenges and Opportunities for Economic Development” held during 25-2 of January 2016, conducted by Dept. of Tourism Management, Vikrama Simhapuri University, Nellore.

31. Presented a Paper entitled "**Role of NABARD in Poverty Alleviation**" at the National Seminar on “Poverty Alleviation through Microfinance: Role of NABARD and Other Institutions” held during 27-28 of February 2016, conducted by Dept. of Commerce, S.V.Unversity, Tirupati.

32. Presented a Paper entitled “**Impact of Demonetisation in India with Special Reference to Payment System of India** " at the National Conference on “Demonetisation Impact and Prospects” held during 28-29 of December 2017, conducted by Dept. of Commerce, V.S.Unversity PG Centre, Kavali.

33. Attended National Seminar on "Consumer Protection in India: Issues and Challenges” Held At Sri Venkateswara University, Tirupati on 24th&25th January, 2019.

34. Presented a Paper entitled “**Role of National Scheduled Castes Finance and       Development Corporation (NSFDC) in Employment Generation and Poverty       Alleviation In India** " at the National Seminar on “Performance Evaluation of       Employment Generation and Poverty Alleviation Schemes in India” held during       February 13 & 14th  2019, conducted by Dept. of Commerce, V.S.University PG       Centre, Kavali.

35. Attended National Conference on "Contemporary Issues and Challenges in Finance and Banking” held at the institute of Cost Accounts of India- Bangalore Chapter on 3rd May 2019.

**Articles Published: 11**

1. An article entitled "*Saar to Naa Anubhavaalu*" was published in Aacharya Kolakaluri Enoch Sastipurti Sanmaana Sanchika (**Saahitya Vyasa Sankalanam**), Hyderabad July – 1999.

2. An article entitled "*Kaaladdupetti Kalasi Poraatamaa*" was published in **Andhra Jyoti** **Daily** News Paper on 25.2.2005.

3. A Poem entitled "*Madiga Aaveedana*" was published in “**Dandora Daruvu**” a dalitha kavithaa sankalanam published by Dalit Research Centre, Secundrabad 2005.

4. An article entitled "*Muurtheebhavinchina Maanavtvam – Annei Besent*” was published in the **B.T College yearly Magazine** 2006.

5. An article entitled "*Mala Madigalu Sodarulu madhya poru leedu, raadu Vargikarana dwaraa marintha abhivrudhi* " was published in **Mana Patrika,** weekly magazine 9, November 2007, Hyderabad.

6 An article entitled”*Ubhayataraka Vargikarana Saadhyame*” was published in **Vaartha, Daily** News Paper on 09-07-2009 Hyderabad.

7. An article entitled ‘*Vargikaranaku Jaapyamela?* ” was published in **Surya, Daily** News Paper on 09-12-2010, Hyderabad.

8. An article entitled "*Madigalu-Charitraka Nepdyam* " was published in **Maadiga Dandora Samskhema Samithi** , Monthly News letter, , June-July 2010, Nalgonda 508 001.

9 An article entitled "*Madigalu-Jeevana Samskruthi* " was published in **Maadiga Dandora Samskhema Samithi** , Monthly News letter, , July-August 2010, Nalgonda 508 001.

10. An article entitled " *SC Vargikarana – Achrya Enoch Drukpadam*” was published in Achrya Kolakaluri Enoch sahithi samaalochanam (**Collection of Research Papers**) Jyothi Granthamala, Hyderabad 2011.

11. An article entitled ‘Madigalaku Nyayam Inkentha duram? ” was published in **Surya, Daily** News Paper on 17-06-2015, Hyderabad.

**Participated in webinars International/national**

1. Department of Computer Science, Vikrama Simhapuri University, Nellore is organizing two day online Workshop on “ONLINE TEACHING AND ASSESSMENT WITH MOODLE LEARNING MANAGEMENT SYSTEMS” during 27th & 28th April 2020. Prof. K. Srinivas garu, Resource Person.
2. Department of Telugu is organizing Webinar on Gurram Jashuva Literature on 24 July 2020.
3. International Academic & Research Studies (CIARS), Vikrama Simhapuri University, Nellore is organizing a Webinar on Economy, Education & Environment on 30 July 2020 (10 AM to 1 PM).
4. International Webinar on “Telugu Media – Challenges” jointly organised by Department of Telugu, Vikrama Simhapuri University, Nellore & Press Academy of Andhra Pradesh, Vijayawada during 24th -26th August, 2020 (9.30 am onwards).
5. International Webinar on Food Science, Nutrition and Global Food Security (FNGFS-2020) Theme: Recent Advances and inventions in Food Science and Nutrition Jointly Organized by Department of Food Technology, Vikrama Simhapuri University, Nellore, Andhra Pradesh, India & Faculty of Agro Based Industry, University Malaysia Kelantan (UMK), Jeli, Kelantan, Malaysia. Date: 3rd September, 2020; Time: 10:00 am to 1:30 pm (IST).
6. Prof.C.R.Rao Birth Centenary Celebrations, Dear all, Faculty Members/Research Scholars/Students Warm Greetings, We are glad to announce that Department of Statistics, Vikrama Simhapuri University, Nellore ,Andhra Pradesh is Organizing a National Webinar on the topic “ Introduction to R Programming ” ( NWRP – 2020 ) in connection with the Birth Centenary of Prof.C.R.Rao (Living Legend). Date : 10th September,2020 Time : 09:00 A.M – 01:00 Noon.
7. Vikrama Simhapuri University is inviting you to the 3rd Simhapuri Distinguished Lecture Series- online Zoom meeting. Topic: 70 years : An Epoch -Making Journey of the Indian Constitution India, Date : 26th November 2020, Time: 10:30 AM.
8. Vikrama Simhapuri University, Nellore organizing series of Simhapuri Distinguished Lectures. In this connection “Social Entrepreneurship in COVID-19 Time” lecture is organized on Dec 7, 2020 at 11:00 AM to 12:30PM (IST). On this occasion Distinguished Speaker Padma Bhushan Dr. K. I. Varaprasad Reddy, Chairman, Shantha Biotech delivers lecture on the Social Entrepreneurship in COVID-19 Time through online mode.
9. "Strategies for Enhancement of GER in Higher Education of Andhra Pradesh". HOST Vikrama Simhapuri University is inviting you to a scheduled Zoom meeting. Topic: Strategies for Enhancement of GER in Higher Education of Andhra Pradesh, Time: Dec 19, 2020 11:30 AM India.
10. 10 ‘’Importance of Research Metrics: An overview on Scopus and Web of Sciences" on the eve Sri Srinivasa Ramanujan's 133rd Birth Anniversary Celebrations @ Vikrama Simhapuri University,Nellore. on 22-12-2020 in the Department of Mathematics ,V.S University, Nellore.
11. HOST Vikrama Simhapuri University scheduled Zoom meeting, Simhapuri Distinguished Lecture Series- Fourth Lecture Topic: The Indian Constitution and Human Rights By: Prof. (Dr.). Venkata Rao, Chairperson, Vivekananda School of Law and Legal Studies, VIPS, New Delhi Time: Dec 30, 2020 11:30 AM India.

**Research Papers (Abstracts) Published : 4**

1. A paper entitled “*Implementing Technology Enabled education in B-Schools : Karnataka* ” was published in the S**ouvenir of International Conference** on Technology and Business Management conducted by AIMS International & Infoms, SZABIST Dubai March 28-30, 2011.

2. An article entitled “*Management Education in India*” was published in the **Souvenir of National Conference** on New Horizons in Management Education conducted by Canara Bank School of Management, Bangalore University -2000 Bangalore.

3. A Paper entitled " *Insurance Industry in India: a Case Study of SBI Insurance*” was published in the **Souvenir National Seminar** on Risk & Insurance Management” during 22-23 of December 2012, conducted by Dept. of Commerce, S.V.University Tirupati.

4. An article entitled “*Political Power for Dalits : Dr.Ambedkar’s Struggle*” was published in the **Souvenir of National Conference** on "Dr.Ambedkar’s Ideology : Revision & Vision " organized by Centre for Ambedkar Studies, Sri Padmavati Mahila Viswa-vidyalayam, Tirupati from 01 to 02 March 2007.

**Papers Presented in Refresher Courses: 3**

1. A Paper entitled "**Role of Rural Banking for Rural Development in India**" was presented on 24 November 2005 in Refresher Course, at Dept of Social Work, Sri Padmavathi Mahila University, Tirupati.

2. A Paper entitled "**Upliftment of SC STs as a Part of Social Development**" was presented on 24 February 2007 in Refresher Course, at Dept of Social Work, Sri Padmavathi Mahila University, Tirupati.

3. A Paper entitled "**Electronic Banking Services: Impact on Banks in India**" was presented on March 11, 2011 in Refresher Course Academic Staff College, Sri Venkateswara University, Tirupati.

**Training Programme Attended: 4**

1. Orientation Programme: (4 Week) from 28.11.2004 to 18.12.2004 conducted by Academic Staff   College, S.V. University, Tirupati

2. Refresher Course: (3 Week) from 10.11.2005 to 30.11.2005 on “Rural Development Approaches and strategies ”conducted by Dept. of Social work, Refresher course Centre, S.P.Mahila Viswavidyalayam, Tirupati.

3. Refresher Course: (3 Week) from 08.02.2007 to 28.02.2007 on “Contemporary Issues and Social Development: Challenges During 21st Century” conducted by Dept. of Social work, Refresher course Centre, S.P.Mahila Viswavidyalayam, Tirupati.

4. Refresher Course: (3 Week) from 22.02.2010 to 13.03.2010 on “Information Technology” conducted by Academic Staff   College, S.V. University, Tirupati.

**Resource Person**

1. Resource person for UGC remedial coaching for SC/ST at B.T.College Madanapalle and Govt. Degree College (w) Srikalahasthi.

2. Resource person for Media Management, Dept. of Communication & Journalism Sri

Padmavati Mahila University Tirupati.

3. Resource Person for S.V.University, SPM Visvavidyalayam, S.K.University, Andhra University, Kakatiya University as external examiner and valuation work; Autonomous College of YRN College Bhimavaram and DRW Degree and PG college as paper setter and valuation and BOS.

**Programme Organised : 6**

1. NSS Blood donation Camp

2. NSS Swatcha Bharat

3. Women’s day Celebration

4. Consumer awareness programme – ILFS & BOI

5. Seven Day Skill Development programme for NSS volunteers from 11-09-17 to 17-09-17.

6. Seven Day Special NSS Camp in Siripuram village from 10-08-2018 to 16-08-2018.

**Awards**

1. Awarded **“Dalit Ratna”** for 2011 given by Govt. of Andhra Pradesh & Dr B.R.Ambedkar 121 Birthday Celebration Committee at Ravindra Bharathi Hyderabad on 14-04-2011.

**TV Programme**

1. Interviewed in a live TV programme of TV1 at Hyderabad in a programme titled “Mejorityke Rajyadhikaram” on 2-12-2010.

**Articles on my** W**ritings**

1. Article entitled “Samajika Samskruthika Drukpadhamlo Madigala Charitra” was published in **Sahitya Prasthanam** January 2011 written by Dr Darla Venkateswara Rao

2. An article entitled “Charitra Putallo Cheragani Mudra” was published in **Suryaa Daily** news paper on 13-09-2010 written by Dugginapalli Ezra Sastry

3. An article entitled “Charitra Sikhalo Kaliki Turaayi” was published in **Telugu Talli** November 2010 written by Dugginapalli Ezra Sastry

**Membership in Professional Bodies**

1. Life Member in Indian Account Association

2. Life Member in Indian Commerce Association.

**Administrative Assignments**

1. Dean, Faculty of Commerce and Management, VSU Nellore from 2021
2. Special officer VSU PG centre from April 2019 to April 2021.
3. Former Executive Counsil Member VSU Nellore
4. Head, Dept. of Commerce, VSU PG Centre Kavali from 2017-2019 and 2021 till today
5. BOS Chairman Commerce Departments of regular, Banking and finance and financial management VSU Nellore from 2021
6. BOS Chairman, Department of Tourism VSU college Nellore
7. BOS Member for DKW Nellore & DRW Gudur
8. Chief Warden, VSU PG Centre Hostels from April 2019-April 2021.
9. Co-ordinate for M.Sc. computer science, English, and Telugu departments of VSU PG Centre 2019-2021.
10. Chief Superintendent for the VSU PG Centre PG Examinations.
11. Member for purchase committee, works and buildings committee, university research committee of VSU Nellore.
12. NSS Programme Officer – Unit-1, V.S.U. PG Centre Kavali from 2014 to 2019.
13. Chairman and Member for affiliation committee of V.S.U. Degree & PG Colleges.
14. Coordinator for High Power Committee for Degree and B.Ed. Exams of V.S.U.
15. Vice-president for Council of Society, V.S.U. PG Centre Kavali 2015-2016.
16. Coordinator for women grievance cell, V.S.U. PG Centre Kavali from 2015.
17. Chairman library committee V.S.U. PG Centre Kavali during 2014-2016.
18. In-charge Special Officer VSU PGC Kavali.
19. Member, SC/ST Cell VSU, Monitoring Committee on Ragging VSU PGC.
20. BOS member for Commerce and Entrepreneurship boards of V.S.U and Commerce board for DRW College Gudur.
21. Coordinator for M.Com Spot Valuation.
22. Resource person for AU, KU, SPMVV, SVU and DRW College Gudur.
23. Observer for Engg. Admissions appointed by AIRF Govt. of A.P.
24. Internal expert for M.Com and MBA practical exams of V.S.U. Colleges.

**Extension / Outreach Activities**

1. Treasurer, Dept counsil of society, Dept. of Commerce,
2. Member, Dept library committee, Dept. of Commerce,
3. Member of Academic committee of Govt. Degree College (W), Srikalahasthi 2012-2013.
4. Member of Students Grievance Cell of B.T. College, Madanapalle 2006-2009.
5. Organized Training Programmes (EAC,PMRY Beneficiaries) as Project Assistant,
6. E.D.Cell, S.V.University from 1999 to 2001.
7. Represented Andhra University for Kho-kho in Inter University Games and Sports, Davanagere, Bangalore in 1993.

(Prof.Chilumuri Srinivasa Rao)